

Advertising Talks

STORE NEWS WORTH READING

People Who Watch Advertisements Profit Accordingly—Patrons Home Merchants.

The merchant who buys space in a newspaper to tell the news of his store knows that the news is worth telling and is of vital interest to you or he wouldn't spend that money advertising. He's trying to tell you what he has that you should have and he's just as anxious that you read and profit by what he tells you as is the editor of the newspaper that you read the town news.

You've missed a chance to save some money if you've missed reading the ads. You've overlooked one of those opportunities for economy that come along each week to the readers of the advertisements. You've let a good chance slip, but there are several more equally good chances coming.

Now read the ads. You'll be surprised—but happily so, by what you read. You'll find these merchants using type to distribute really vital information concerning your needs and their merchandise.

Mrs. R—went to C—the other day. She purchased a suit and some dresses in one of the big stores there. She paid \$35 for the suit and the cheapest dress she bought cost her \$18. The suit didn't fit very well so she had to leave it to be altered. They charged her \$2.50 for the alterations. The dresses didn't fit, either, but she didn't have time to wait so she brought them home. She just had three of them. The suit came and it doesn't fit very well.

One of the home town merchants had the same identical suit advertised for \$30—he can afford to sell them for less than the city merchant can because his expenses of doing business are much less. He has some dresses that Mrs. R—admits are better than the ones she got in the city and he is selling them for \$15—no charge for alterations.

Mrs. R—learned her lesson and she paid a fairly good price for the knowledge. It costs nothing to read the ads—and the returns are always big.

ADVERTISE ALL THE TIME

Spasmodic Newspaper Publicity Poor Policy—Size of Space Used Should Also Be Regular.

Would you consider that this newspaper was well managed if it issued according to the mood of its publishers—instead of at regular, stated and invariable intervals? asks the Canon City (Colo.) Recordette. Would you think it a good newspaper if it printed a twelve-page issue at one time—and a one-page, handbill-size issue at another time? Would you feel that it was serving its constituency effectively if, now and then, it suspended issue entirely—to be resumed at some time when the publishers felt inclined?

Your store serves your patrons with store news through its advertising. They assume that there is always store news worth telling—store news that is important to you, a store, as it would be for a newspaper, to serve its patrons in a spasmodic, undependable way? If your store is important to the people of the city, your advertising is important to them all of the time—not merely now and then.

The size of your advertising space should not vary any more than the size of a newspaper varies, and the appearance of your advertising should be as frequent and as regular as the appearance of this newspaper.

Good for Any Business.

The value of advertising to manufacturers as well as to merchants and retail dealers is well shown by results which the International Harvester company has had from a recent short advertising campaign in a number of newspapers, the smaller dailies and weeklies having only a local circulation, not the metropolitan papers. So successful have been the results in building up the sales of the International Harvester company's machinery that the company has undertaken a second advertising campaign in which more than twice as many papers are to be used and double the amount of space. The day has passed when publicity is not an aid to building up business of all sorts and a very important aid because always profitable to the business when rightly applied. Even the churches are finding that display advertising in the newspapers brings them larger congregations.

Hoping.

"Have you ever had an operation for anything?"

"Not yet; but if a certain investment of my husband's time and right I expect to undergo one in the fall."

The Proper Way.

"Hello, old man; how do you find business?"

"How? By judicious advertising, of course."

Somewhat Contradictory.

In America, says the Louisville Courier-Journal, a school teacher works, upon the average, for about half as much as a bricklayer, and has to tell the boys that education is a necessity if they would get on in life.

From His Point of View.

"Stop that! Hands off! How do you know I'm the passenger that stepped on your foot?" "I don't know it absolutely, but (biff) I'm giving you (biff) the benefit of the (biff) bang!"

AVOID WINDOW PAINS

By not forgetting that both you and your store are frequently judged by the style of your window display.

By planning your window display at least a week ahead. It pays.

By not leaving your window empty longer than necessary. An empty window with small pieces of window strips still adhering to the glass may give an impression of "For Rent" to the passing stranger.

By keeping below the level of the eyes that part of your display you wish to give the most prominence.

By devoting your window to one article or one class of goods, rather than a lot of odds and ends.

By having a strong light on your display at night. All invisible light shining down on your display is preferable in most instances.

By using neat cards with plain lettering, avoiding fancy type.

By not displaying fly paper in December.

By backing up the most prominent feature of your display so as to bring it out bold and strong. —A. L. Wolcott, in Welch's Magazine.

HIS BUSINESS WAS BOOSTED

Pointers for the Paint Man and the Hardware Merchant—Stimulating the Sales.

Here is a simple plan used successfully by a dealer in implements for stimulating his paint business. This dealer found that his paint business always lagged when fall approached, says System, and so he got out a circular letter which he sent to the farmers in the vicinity. The letter explained the harm done to farm machinery during the winter by rust and advised a coat of paint to protect it. The scheme worked and that man's paint business almost equaled any record he had before.

One hardware man had the right idea for selling gas stoves when he hired a vacant building near his store and gave a luncheon every afternoon for a week. He hired a man and cook to prepare the lunch on the stove and then served his customers without charge. No direct attempt was made to sell the stove, but of course while cooking the food the best points of the stove were brought out. The plan was a winner.

There is always something good to spring on the public. A hardware merchant in a large city, where free press notices are few and hard to land, got a big piece of advertising space gratis by an old plan.

A friend had spent a vacation in Florida, and when he returned to the northern city where this little comedy was staged he carried with him an alligator. We'll call this walking leather factory Jim.

Jim was placed in a show window facing a street where thousands of people pass every day. He was labeled as being a couple of hundred years old, and, of course, attracted attention. The papers gave space to descriptions of Jim and the crowd around the hardware window grew. The climax came when the merchant donated Jim, now James, to a zoo, thus gaining more space, trade and good will.

Why Mammoth Cave Is Unknown.

Mr. Elbert Hubbard, one of the most brilliant and entertaining of the writers and speakers in America today, not long ago visited the famous Mammoth Cave in Kentucky. He found clumps of willows and grasses grown up before its entrance. The large hotel that entertained hundreds of guests was falling down and in ruins. Only a single family of farming people lived near the great cave.

How is it, he said, that so many people once journeyed to visit this wonderful place and so few come now? He inquired around. He soon got an answer to his question. It was this: The man who once advertised the Mammoth Cave so extensively a few years ago died. And with the death of the advertising manager the great cave, with all its wonders, dropped out of sight.

It is the same old story. People won't know what your goods and your town are unless you advertise.

An enterprising man for 25 years advertised the Mammoth Cave and got thousands of people there. Every fellow used to take his girl there on their honeymoon. But now it is obscured by a jungle. No one knows about its wonders. Why? The advertising man died.

Your Handwork.

I am only a piece of work. After I leave your hands you may never see me again—People looking at me, however, will see you, and so far as they are concerned, I'll be you—Put into me your best so that I may speak to all who see me and tell them of the master workman who wrought me—Say to them through me, "I know what good work is"—If I am well done, I will get into good company and keep up the standard—If I am shabby and poorly made, I will get into bad company—Then show through me your joy in what you do, so that I may go to all of good work, announcing wherever I go that I stand for a workman that needeth not be ashamed.—William Chandler Smith.

The Difference.

Bings—"I see a woman has been cured of rheumatism by a stroke of lightning." Jings—"Yes. And the case differs from so many surgical operations announced as perfectly successful in that the patient is still alive."—Judge

Put One Over.

Wife—What a wretch that Mrs. Getaway is. When she found I was descended from King Lanky III, she got to a genealogist and gets des. Headed from King Lanky I.

COULD NOT BE CORNERED

Sheikh, With the Fanaticism of His Race, Had an Answer for Everything.

Dr. L. C. Howard, the famous specialist at whose suggestion the housefly has been rechristened the typhoid fly, said the other day:

"There's a type of person who especially annoys me. That is the over-religious person who objects to the extermination of the flea and mosquito and fly and other disease-breeding creatures on the ground that Providence apt them here, and hence they must serve some hidden purpose, and it is irreverent to destroy them.

These people remind me of a sheikh in Egypt. A medical missionary was trying to persuade the sheikh to adopt certain sanitary precautions against cholera, but the sheikh was such a good Mohammedan that the missionary could do nothing with him.

"Now, my dear sheikh," the man once said, "it is very important to burn the clothes of everybody who dies of cholera, for the clothes communicate disease."

"Does Allah need to work through clothes?" the sheikh asked, incredulously.

"Now, sheikh," said the missionary, "remember that stranger last month. He was taken down with cholera, and as his clothes were handsome, two of your villagers watched beside him so that they could seize them when all should be over."

"Yes, I remember."

"But a man appeared and said he was the sick stranger's brother, and claimed the clothes. The two villagers, however, beat the man with sticks out of the village as an impostor."

"I remember."

"And the stranger died, and the two villagers divided his clothes. They wore them, and lo! in a few days they were themselves dead—they and 40 of your villagers."

"Yes, said the sheikh. Allah punished those two men for beating and cheating the brother. They were sinners, and Allah slew them."

"But what about the 40 others who died?" cried the missionary, and he added to himself, "I've got him now."

"But the sheikh just shrugged his shoulders."

"As to the 40 others," he said, calmly, "who but Allah knows their crimes?" —St. Louis Globe-Democrat.

Wireless in the Desert.

A valuable discovery has been made recently by Marconi in relation to the use of the wireless system in desert country and that is that the use of masts and antennae are not at all necessary for the purposes of communication. This removes one of the great obstacles to the proposition of establishing a system of airship routes over the Sahara, as it has been found a matter of some difficulty to find the way across the sandy stretch because of the absence of marks which act as guide posts. The discovery above referred to is that owing to the non-conductivity of the sand, messages may be launched to the ether from wires laid a short distance on the ground in the direction of which it is desired to send the message. Dispensing with the pole in this manner greatly facilitates the use of the system in warfare, for the handling of the pole represents the greatest part of the weight and bulk of the outfit.

Models of Teeth in Wood.

An Indian carpenter in Uganda has sent to a dentist in Nairobi cedar wood patterns of a couple of teeth which he wants made to order. It is stated that when the work is completed the cedar models are to be sent to the British museum.

Uncle Eben's Philosophy.

"I likes to hear a young gemman say he's tryin' to keep up wif de world," said Uncle Eben, "pervid he uses an alarm clock to help him"—Washington Star.

To Wipe Out Finger Marks.

Rub the finger marks on doors with a piece of clean flannel dipped in kerosene oil; afterwards wipe with a cloth wrung out of hot water to take the smell away. This is better than using soap and water, as it does not destroy the paint.

Improved Captain.

A captain is built into a new block and tackle with which one man can handle loads of one thousand pounds and two men, loads of four thousand pounds.

THE MARKETS

LIVE STOCK.

EAST ST. LOUIS.—Cattle.—Native best steers, \$5.50@10.75; cows and heifers, \$3.00@9.00; stockers and feeders, \$3.75@7.00; Texas steers, \$3.00@7.00; cows and heifers, \$2.25@5.00; calves in carload lots, \$2.00@5.00; Hogs.—Mixed and butchers, \$4.00@5.00; good to heavy, \$3.00@4.50; rough, \$2.00@3.50; light, \$2.00@3.50; pigs, \$2.00@3.50. Sheep.—Muttons, \$2.00@3.50; CHICAGO.—Cattle.—Beaves, \$5.50@11.00; cows and heifers, \$2.25@3.50; stockers and feeders, \$3.50@7.00; Texas, \$4.50@6.00; calves, \$3.00@7.00; Hogs.—Mixed and butchers, \$4.00@5.00; heavy, \$3.50@4.50; rough heavy, \$3.00@4.00; light, \$2.50@3.50; pigs, \$2.50@3.50. Sheep.—Native, \$2.50@3.50; western, \$2.00@3.00; lambs, \$4.50@7.00.

GRAIN.

ST. LOUIS.—Wheat.—No. 2 red, \$1.00@1.05; No. 3 red, \$0.95@1.00; No. 4 red, \$0.90@0.95; No. 5 red, \$0.85@0.90; No. 6 red, \$0.80@0.85; No. 7 red, \$0.75@0.80; No. 8 red, \$0.70@0.75; No. 9 red, \$0.65@0.70; No. 10 red, \$0.60@0.65; No. 11 red, \$0.55@0.60; No. 12 red, \$0.50@0.55; No. 13 red, \$0.45@0.50; No. 14 red, \$0.40@0.45; No. 15 red, \$0.35@0.40; No. 16 red, \$0.30@0.35; No. 17 red, \$0.25@0.30; No. 18 red, \$0.20@0.25; No. 19 red, \$0.15@0.20; No. 20 red, \$0.10@0.15; No. 21 red, \$0.05@0.10; No. 22 red, \$0.00@0.05; No. 23 red, \$0.00@0.05; No. 24 red, \$0.00@0.05; No. 25 red, \$0.00@0.05; No. 26 red, \$0.00@0.05; No. 27 red, \$0.00@0.05; No. 28 red, \$0.00@0.05; No. 29 red, \$0.00@0.05; No. 30 red, \$0.00@0.05; No. 31 red, \$0.00@0.05; No. 32 red, \$0.00@0.05; No. 33 red, \$0.00@0.05; No. 34 red, \$0.00@0.05; No. 35 red, \$0.00@0.05; No. 36 red, \$0.00@0.05; No. 37 red, \$0.00@0.05; No. 38 red, \$0.00@0.05; No. 39 red, \$0.00@0.05; No. 40 red, \$0.00@0.05; No. 41 red, \$0.00@0.05; 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